# ALL SMOKERS INHALE— BUT IT NEEDN'T BOTHER YOUR THROAT!

You in the Service deserve a smoke that's *all pleasure . . . even when you inhale.*

Look at the *difference* found and reported by eminent doctors who *compared the leading favorite cigarettes:*

**SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS *AVERAGED MORE THAN THREE TIMES* AS IRRITATING—AND THEIR IRRITATION LASTED *MORE THAN FIVE TIMES AS LONG* —AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!**

*No finer* tobaccos grow than those in PHILIP MORRIS! But—in addition—PHILIP MORRIS gives you this exclusive, *proved protection!* No worry about throat irritation—*even when* you inhale. Give them a try . . . and enjoy the difference!

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